

## AMENDMENT TO CLAIMS

### *In the Claims*

Please **AMEND** claim 1, 21, 38, 39, and 45.

Please **CANCEL** claims 19, 53, 56, 59, and 62 without prejudice or disclaimer.

A copy of all pending claims and a status of the claims are provided below.

1. (Currently Amended) A device for displaying information in a retail environment, comprising:

a passive, mobile display unit having a display screen that displays the information without user interaction;

a receiver that receives downloaded information; and

a processor for processing and storing the downloaded information received by said receiver and providing control to said passive, mobile display unit to display the downloaded information as the information on said display screen,

wherein said passive display unit is void of user inputs.

2. (Previously Presented) The device of claim 1, wherein said display screen comprises one of a single line, multiple line or graphic display.

3. (Previously Presented) The device of claim 1, wherein said processor comprises memory for storing at least the information.

4. (Previously Presented) The device of claim 1, wherein said receiver includes at least one of an infrared data port, a radio frequency (RF) port and a cellular port to receive the downloaded information.

5. (Previously Presented) The device of claim 4, wherein while receiving the downloaded information, said processor one of ceases display operations and activates said display screen when the download is completed, said display screen continues to display the information, and said display screen displays default information loaded in a memory of said display unit until the download is completed.

6. (Canceled)

7. (Canceled)

8. (Previously Presented) The device of claim 1, further comprising one of a motion sensor and a timer configured to activate said display screen.

9. (Previously Presented) The device of claim 1, wherein after a successful download is received said passive display unit is configured to disregard any erroneous data input and begin displaying the information on said display screen.

10. (Original) The device of claim 1, further comprising an anti-theft device.

11. (Previously Presented) The device of claim 10, wherein said anti-theft device comprises a global positioning system or RF triangulation system configured to determine location.

12. (Previously Presented) The device of claim 10, wherein said anti-theft device comprises at least one of a sound alarm, light alarm or circuitry for activating a wheel-locking mechanism that is activated when said passive display unit is moved beyond a predetermined range from a central location.

13. (Previously Presented) The device of claim 1, wherein said display screen is one of a plasma display, an organic light emitting diode (LED) display and a LCD display.

14. (Previously Presented) The device of claim 1, wherein said receiver is one of an infrared or radio frequency (RF) receiver.

15. (Previously Presented) The device of claim 14, wherein said receiver comprises said RF receiver and said RF receiver communicates at an effective data rate of about 5,000 to 10,000 bits per second and is sensitive to establish an error-free transmission at a distance of at least 300 yards.

16. (Previously Presented) The device of claim 1, further comprising a power module to power said display screen, processor and receiver.

17. (Previously Presented) The device of claim 16, wherein said power module includes a sleep command to conserve energy and battery life.

18-19 (Canceled)

20. (Previously Presented) The device of claim 1, wherein said passive display unit is not activated via a trigger signal.

21. (Currently Amended) A passive display system for a retail environment, comprising:  
a computer that downloads and stores information;  
a transceiver that downloads and stores the information received from said computer; and  
a passive, mobile display unit that receives the information stored in said transceiver, at any location within the retail environment, and displays the information on a display screen without user interaction,  
wherein the display unit is configured to randomly display regardless of a location of the device within the retail environment.

22. (Previously Presented) The system of claim 21, wherein said passive, mobile display unit is programmed by said transceiver independent of any location of said passive, mobile display.

23. (Previously Presented) The system of claim 21, wherein said transceiver is one of a mobile and a fixed transceiver.

24. (Previously Presented) The system of claim 23, wherein said mobile transceiver includes:

an internal receiver that receives the information from said computer;  
an infrared transmitter for transmitting the information to said passive display unit;

a processing unit that controls functions of the internal receiver and said infrared transmitter; and

a protected port connector configured to allow initial parameters to be entered, and allow various message buffers to be downloaded into said mobile transceiver.

25. (Previously Presented) The system of claim 24, wherein said internal receiver is field programmable and is capable of receiving a minimum of four (4) cap codes.

26. (Canceled)

27. (Previously Presented) The system of claim 24, wherein said processing unit is pre-programmed to at least one of:

- (i) separate data and commands structure packets buffering each for proper inclusion and execution;
- (ii) assemble the data in form and sequence for download;
- (iii) save the information in the event of a power loss or failure;
- (iv) store at least two complete unique downloads;
- (v) receive, load, and change to alternate operational software on command;
- (vi) switch between transmitted message downloads on a time-based command;
- (vii) continuously transmit the data on external command;
- (viii) adjust the clock time with a received command;
- (ix) store and load cap codes with the time-based command; and
- (x) store and change frequency with the time-based command.

28. (Previously Presented) The system of claim 21, wherein said passive, mobile display unit includes a RF receiver, and said transceiver receives the information from said computer; and

said transceiver comprises an RF transmitter for transmitting the information to said passive, mobile display unit, wherein said transceiver is one of a fixed and mobile transceiver.

29. (Previously Presented) The system of claim 21, wherein said passive, mobile display unit includes:

an infrared receiving unit that receives the information from said transceiver; and  
a processing unit that processes the information from said transceiver.

30. (Canceled)

31. (Previously Presented) The system of claim 29, wherein said processing unit includes a motion sensor and an anti-theft unit.

32. (Previously Presented) The system of claim 21, wherein said display screen is one of (i) a single or multiple line LCD display screen, (ii) a plasma display screen, (iii) a graphical display, (iv) an organic light emitting diode (LED) display and (iv) a LCD display.

33. (Previously Presented) The system of claim 21, wherein said passive, mobile display unit includes one of a motion sensor and a timer to activate said display screen.

34. (Previously Presented) The system of claim 21, wherein:

during the download of the information, said processor one of ceases display operations and activates said display screen when the download is completed, said display screen continues to display the information, and said display screen displays default information loaded in a memory of said display unit until the download is completed; and

after a successful download is received said passive display unit ignores any erroneous data input and begins displaying the information.

35-37 (Canceled)

38. (Currently Amended) A passive display system for a retail environment, comprising:  
a computer that stores and transmits information;  
a remote off-site transceiver receiving and transmitting the information received from the said computer; and

a passive, mobile display unit that receives the information from said transceiver, and displays the information on a display screen without user interaction,

wherein the display unit is configured to randomly display regardless of a location of the device within the retail environment.

39. (Currently Amended) A method of transmitting and displaying information on a passive display unit in a retail environment, comprising the steps of:

downloading information from a computer system to a mobile transceiver unit;

placing the mobile transceiver unit in proximity to the passive display unit;

transmitting the information from the mobile transceiver unit to a receiver in the at least one passive display unit; and

automatically displaying the information on a display screen of the at least one passive display unit,

wherein said step of automatically displaying comprises automatically randomly displaying regardless of a location of the display unit within the retail environment.

40. (Original) The method of claim 39, further comprising the step of ceasing display operations during the download of the information.

41. (Original) The method of claim 39, wherein during the download of information, the display screen continues to display the information.

42. (Previously Presented) The method of claim 39, wherein during the download of information, the display screen displays default information loaded in memory of the display unit until the download is completed.

43. (Previously Presented) The method of claim 39, further comprising activating the display screen when the download is completed and disregarding erroneous data input.

44. (Previously Presented) The method of claim 39, wherein the downloaded information may be downloaded from one of (i) the internet, (ii) an intranet, (iii) a telephone connection, (iv) an email system and (vi) a wireless connection.

45. (Previously Presented) A method of transmitting and displaying information on a passive display unit in a retail environment, comprising the steps of:



downloading information to a computer system and receiving the downloaded information to a single transceiver unit;

transmitting the information from the single transceiver unit to a receiver in the at least one passive display unit regardless of a location of the at least one passive display unit within a the retail environment; and

automatically displaying the information on a display screen of the at least one passive display unit,

wherein said step of automatically displaying comprises automatically randomly displaying regardless of a location of the display unit within the retail environment.

46. (Original) The method of claim 45, further comprising the step of ceasing display operations during the download of the information:

47. (Original) The method of claim 45, wherein the downloaded information may be downloaded from one of (i) the internet, (ii) an intranet, (iii) a telephone connection, (iv) an email system and (vi) a wireless connection.

48. (Canceled)

49. (Previously Presented) The device according to claim 1 wherein the display unit is configured to display the information as transitioning text regardless of the location of the device within the retail environment.

50. (Previously Presented) The device according to claim 1 wherein the display unit is configured to randomly display regardless of the location of the device within the retail environment.

51. (Previously Presented) The device according to claim 1 wherein the device does not include a transmitter.

52. (Previously Presented) The device according to claim 21 wherein the display unit is configured to display the information as transitioning text regardless of a location of the device within the retail environment.

53. (Canceled)

54. (Previously Presented) The device according to claim 21 wherein the device does not include a transmitter.

55. (Previously Presented) The device according to claim 38 wherein the display unit is configured to display the information as transitioning text regardless of a location of the device within the retail environment.

56. (Canceled)

57. (Previously Presented) The device according to claim 38 wherein the device does not include a transmitter.

58. (Previously Presented) The device according to claim 39 wherein said step of automatically displaying comprises automatically displaying the information as transitioning text regardless of a location of the display unit within the retail environment.

59. (Canceled)

60. (Previously Presented) The method according to claim 39 wherein said step of automatically displaying comprises automatically displaying the information as transitioning text.

61. (Previously Presented) The method according to claim 45 wherein said step of automatically displaying comprises automatically displaying regardless of a location of the display unit within the retail environment.

62. (Canceled)

63. (Previously Presented) The method according to claim 45 wherein said step of automatically displaying comprises automatically displaying the information as transitioning text.